

Service

from Previous page

ago pick-up? Rose Marie said she thought about a half-hour. I said this electronic purchase was the only reason I was at the mall, I had no other shopping to do. So I wouldn't have to wait another minute, Rose Marie agreed to walk it down to package pick-up personally for me! Unbelievable! I can't recall the last time I had such service.

She treated me like an extra special customer and showed me such consideration. I called the store the next day to report her outstanding customer service and I think she went above and beyond the call of duty. When I read about this feature in *Malls & Mainstreets* I had to tell you about her too. She gets my vote."



Talking Pond: Just Toys has premiered a line of products inspired by Disney's "Lion King." With the press of a button, characters from the movie appear to give Simba advice in *The Talking Pond*. Suggested retail price, \$19.99. Other items include the Simba Bank, Wind-Ems walking figures, finger puppet sets, and Sip 'n Sound straws. Available at Toys R Us, Walmart, and Kmart stores.

Jewelry

from Previous page

range from \$40 for simple earrings to \$900 for the most ornate necklace.

Leitson's meteoric rise from hobbyist to prominent designer is a lesson in perseverance.

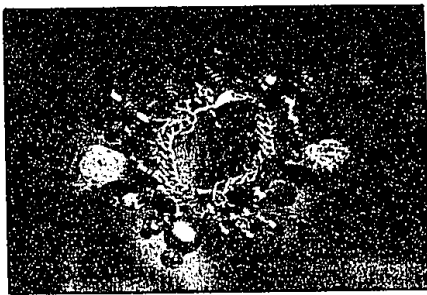
"This passion of mine began when I was a pre-teen and my mom gave me an antique opal ring, my first fine piece of jewelry," she recalled. It was then that she began to acquire the elegance and exquisite taste of her artist mother, and an appreciation for all things beautiful.

"My pieces are art by design," she said, again crediting her mother's artistic tutelage.

With a triple major in art history, communications, and anthropology at the University of Michigan in Dearborn, Leitson first fancied herself an actor, landing roles in local and national productions. She moved to the east coast to work for a casting agency, then settled in New York, working as a regional representative for Dick Clark.

"I gathered prizes for game shows and American Bandstand," she recalled. "But you can never escape the heartbeat of New York City." Consequently, she felt it was time to come home to the relative quiet of Michigan.

Soon after, Leitson met and married her husband, Marc, and had her first child, Jordan. When



she became pregnant with her second baby, she yearned for a creative outlet.

"I signed up for jewelry-by-mail classes through the Gemological Institute of America," she said. She made some nice pieces, had a few successful home shows and decided to peddle some of her creations.

"I yearned for my own business," she explained. "I knew I didn't want to work for someone else."

Instead of starting slowly, Leitson's entrepreneurial spirit took

hold, and she decided to approach a major department store, namely Saks.

"No" and "Impossible" are not in my vocabulary," she smiled. "I called the manager and asked to show my samples." When rejected, Leitson custom designed an entire line to suit the manager's needs. In January 1994, she presented the new line and sold every piece.

Just seven months later, Leitson contacted Saks' head jewelry buyer in New York, sent photos, and kept calling until she got an

Wrist action: This Leitson bracelet features individually wire-wrapped beads of black onyx, glass and acrylic, available at Saks Fifth Avenue.

appointment. Her assertiveness paid off when the buyer gave her access to all 42 Saks Fifth Avenue stores nationwide.

Though she's had to temporarily put the brakes on her business due to a bout with debilitating Lyme disease, Leitson is looking forward to rapidly expanding her company. Jewelry cases in Bendel's and Harrod's top her wish list.

"The sky's the limit," Leitson

crowed. Meanwhile, her Jole de Vivre collection dazzles at Saks Fifth Avenue.

RETAIL DETAILS

Retail Details features the latest openings, closings, new merchandise lines, personnel changes, and other news around the Malls & Mainstreets. Mail submissions to: *Retail Details*, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to (810) 644-1314.

THE ART OF FASHION

Almost 300 women attended Neilman Marcus' spring fashion show at the Somerset Collection store in Troy on March 9. The sets, models and music came direct from Chicago to dazzle metro-Detroiters. If you missed the main event, you can still see the fashions presented in the March issue of *Harper's BAZAAR*. A special NM supplement was photographed by Annie Liebovitz.

FASHION BENEFIT

Jacobson's in Birmingham showed their Best of Spring to benefit the Juvenile Diabetes As-

JAGER GOES LONDON

Jaeger International with a shop in the Somerset Collection in Troy, debuts Jaeger London this week. The J.L. line combines the company's signature quality tailoring and fabrics with more modern, fashion-forward styling. The spring collection's 60 pieces features fitted jackets, cigarette pants, flippy skirts, Jackie O shirts, and halter tops in wools, knits, pinstripes, fine twills, suedes, linen, crepe viscose and silks.

TARGET REPLACES KOHL'S

Kohl's is closing two metro De-

troit stores at Northland Mall, Southfield, and Eastland Mall, Harper Woods, but Target's has announced it will take over these two locations. The existing Kohl's stores will be used to make room for new 116,000-square foot Target stores which plan to open in mid-1996. Target's is a division of the Dayton Hudson Corporation. Kohl's opened at Northland seven years ago.

NEW FABRIC COLLECTION

Calico Corners has The American Museum of Natural History Collection in five decorative prints in cotton, woven plaid, damask and tapestries. The designs include flora and fauna, botanical elements and butterflies — ideal for bedroom ensembles, window treatments, pillows and tablecloths. Calico Corners has two metro-Detroit locations on South Telegraph in Bloomfield Hills and Mack Avenue in St. Clair Shores.

MAKE UP FOREVER

Saks Fifth Avenue now sells an exclusive line of everyday and theatrical make up Make Up Forever. The line comes from Paris and is sold around the world to cosmetic artists working for the stage, television, and in fashion photography. Now it's available to non-professionals because of the variety of products and colors in the collection.

Customers can choose from 100 powder shades, 40 loose powders, lipsticks in every possible shade from black to white. There is body make up, paint for temporary tattoos, boxes of colored glitters for eyelids, nails and cheeks. The line is moderately priced and designed for professional use by artist Danielle Sanz. Make Up Forever's accessory line includes brushes, an assortment of boxes, travel bags and suitcases for personalized color collections. Make Up Forever has a variety of foundations and concealers in powder, stick and liquid form. It's a must see!

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Wed., April 5	6-7 p.m.
Thurs., April 6	6-7 p.m.
Mon., April 10	6-7 p.m.
Tues., April 11	7-8 p.m.
Wed., April 12	7-8 p.m.
Thurs., April 13	7-8 p.m.

On Parade
Spring '95 Tent Show
Featuring Celebrity Models in fashions by Somerset Collection
Wednesday, April 12th, 1995
11:30 a.m.

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